

## Message Text

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TO USDOC WASHDC

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AMEMBASSY BRASILIA

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TAGS: BEXP, BR

SUBJECT: U. S. TRADE CENTER: MINING AND MATERIALS HANDLING EXHIBIT,  
COOPERATION WITH CONCURRENT BRAZILIAN FAIR

1. THE TC STAFF LEARNED LATE LAST WEEK THAT GUAZZELLI ASSOCIATES HAS BEEN GRANTED PERMISSION BY THE MINISTRY OF INDUSTRY AND COMMERCE TO HOLD A MINING AND TRANSPORTATION EXHIBITION AT ANHEMBI PARK NOVEMBER 19-27, DURING THE SAME PERIOD THE U. S. TRADE CENTER WILL BE HOLDING ITS MINING AND MATERIALS HANDLING EQUIPMENT EXHIBITION. SINCE FORMAL APPROVAL OF THE TRADE CENTER EXHIBITION HAS NOT YET BEEN RECEIVED, AND GUAZZELLI MINING FAIR DID NOT APPEAR ON OFFICIAL BRAZILIAN FAIR LIST, TRADE CENTER DIRECTOR ASKED COMMERCIAL COUNSELOR TO QUERY MINISTRY OF INDUSTRY AND COMMERCE. COMMERCIAL CONSELOR WITHOUT REFERENCE TO THE BRAZILIAN NATIONAL SHOW, ASKED MINISTRY ABOUT STATUS OF USTC APPLICATION FOR MINING AND MATERIALS HANDLING SHOW FILED SEVERAL MONTHS AGO. COMMERCIAL CONSELOR WAS LATER TOLD INFORMALLY THAT THE MINISTRY HAD NO OBJECTION TO OUR PROPOSAL FOR A MINING SHOW IN THE PERIOD REQUESTED, ALTHOUGH THE TECHNICALITY OF FORMAL APPROVAL IS STILL PENDING.

2. ON BASIS OF THIS INFORMATION, MRO JOHNSON, WHO KNEW  
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OMAR GUAZZELLI FROM THE SAO PAULO AIR SHOW IN 1974, DISCUSSED TRADE CENTER MINING SHOW WITH HIM ON MAY 25. HE EXPRESSED INTEREST IN COOPERATING, AND ON MAY 25 TRADE CENTER DIRECTOR HEFLIN AND MRO JOHNSON HELD ANOTHER MEETING WITH HIM TO DISCUSS POSSIBLE AVENUES FOR COOPERATION. GUAZZELLI SAID AT THE OUTSET THAT HE FELT WE COULD BE MUTUALLY SUPPORTIVE AND DID NOT CONSIDER THE TRADE CENTER

EXHIBITION A THREAT. HEFLIN AGREED, OBSERVING THAT TRADE CENTER IS ATTEMPTING TO AVOID DISPLAY OF NATIONAL SIMILARS AND TC EXHIBITORS SHOULD COMPLEMENT THE GUAZZELLI SHOW AND VICE VERSA.

3. GUAZZELLI THEN MADE SEVERAL SPECIFICS OFFERS: 1) TO MENTION IN HIS EXPENSIVE ADVERTISING CAMPAIGN THE US TRADE CENTER SHOW CONCURRENTLY RUNNING IN SAO PAULO; (2) TO GIVE TRADE CENTER/ECON/COMMERCIAL STAFF A BOOTH AT ANHEMBI DURING HIS SHOW; (3) TO SHARE MAILING LISTS, AND 4) TO PROVIDE AN AUDITORIUM AT ANHEMBI IF WE WANTED IT FOR A SEMINAR.

4. HEFLIN REPLIED THAT A SEMINAR , IF ORGANIZED, WOULD BE HELD AT THE TRADE CENTER. HE WELCOMED OFFER OF ADVERTISING, HOWEVER, THOUGHT IT MIGHT BE POSSIBLE TO ANNOUNCE GUAZZELLI'S EXHIBIT IN COMMERCE AMERICA, AND AGREED TO EXPLORE POSSIBILITY OF HAVING HIS SHOW MENTIONED IN USDOC PROMOTIONAL MATERIALS FOR MINING AND MATERIALS HANDLING EXHIBIT.

5. BOTH SIDES AGREED, TOO, TO EXPLORE POSSIBILITY OF RUNNING A SPECIAL BUS BETWEEN ANHEMBI AND TRADE CENTER DURING WEEK OF MINING AND MATERIALS HANDLING EXHIBITION.

6. TRADE CENTER STAFF IS VERY PLEASED WITH OFFER OF COOPERATION BY GUAZZELLI, FOR HE IS A MAJOR FORCE IN BRAZILIAN COMMERCIAL EXHIBITS WORLD, AND ACCEPTANCE BY HIM OF COOPERATIVE PRINCIPLE ESTABLISHES EXCELLENT UNCLASSIFIED

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PRECEDENT FOR FUTURE TRADE CENTER SHOWS. THE FACT THAT OUT-OF-TOWN VISITORS WILL HAVE OPPORTUNITY TO SEE TWO COMPLEMENTARY EXHIBITS IN THE SAME INDUSTRY SHOULD BE AN ADDED INDUCEMENT TO VISIT SAO PAULO.

7. WE RECOMMEND THEREFORE, THAT USDOC, AS APPROPRIATE, ADVISE U. S. INDUSTRY THAT THE BRAZILIAN NATIONAL EXHIBITION FENACOM (FIRST NATIONAL MINING AND HEAVY CONSTRUCTION FAIR) WILL BE HELD AT PARK ANHEMBI, SAO PAULO, NOVEMBER 19-27, AND THAT EXHIBITORS IN U. S. TRADE CENTER SHOW NOVEMBER 21-25 WILL HAVE AN EXCELLENT OOPPORTUNITY TOSEE BRAZILIAN NATIONAL EQUIPMENT AND MEET BOTH BRAZILIAN CUSTOMERS AND MANUFACTURERS. A NOTICE INTERESTED IN U. S. T. C. MINING AND MATERIALS HANDLING EXHIBIT AND ASSIST PROCUREMENT.

8. FOR USDOC INFORMATION, OMAR GUAZZELLI IS FORMER ASSOCIATE OF ALCANTARA MACHADO. THEY FELL OUT, AND TODAY, SINCE ALCANTARA MACHADO MONOPOLY ON ANHEMBI PARK IS BROKEN, ARE IN FIERCE COMPETITION. ALCANTARA MACHADO,

AS USDOC IS AWARE, HAS ASKED USTC COOPERATION WITH  
ENERGY 78. TRADE CENTER STAFF BELIEVES IT IS IN USG  
INTEREST TO COOPERATE IMPARTIALLY WITH BRAZILIAN GROUPS  
WHEN IT IS CLEARLY IN INTEREST OF U. S. EXHIBITORS IN  
TC EXHIBITIONS AS IT IS IN CASES OF ENERGY 78 AND  
FENACOM.

9. BEFORE TRADE CENTER FIRMS COOPERATIVE PROGRAMS PROPOSED  
IN THESE PRELIMINARY DISCUSSIONS USDOC CONCURRENCE AND  
COMMENTS WOULD BE APPRECIATED.  
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